Clark County

Quit Line Data Summary January 1 - June 30, 2005

Number of Calls to Quit Line County State Percent of Statewide Calls 7.2% 100.0% Percent of State Population in County¹ 5.9% 100.0% County W State W. N - 687 N - 10.080 Female 60.6% 61.2% Male 39.4% 38.88 Race/Ethnicity N - 643 N - 881 People of Color 6.4% 9.5% White 93.6% 90.5% Age N - 686 N - 9.83 Less than 18 years old 1.5% 1.5% 18 - 24 years old 15.6% 18.1% 25 - 34 years old 26.5% 25.4% 35 - 44 years old 23.3% 22.0% 45 years and older 33.1% 33.0% Education N - 674 N - 9.282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 21.5% 2.2% College graduate 8.9% 10.0%	January 1 - June 30	0, 2005	
Percent of Statewide Calls 7.2% 100.0% Percent of State Population in County¹ 5.9% 100.0% Center N = 687 N = 10,080 Female 60.6% 61.2% Male 39.4% 38.8% Race/Ethnicity N = 643 N = 8.813 People of Color 6.4% 9.5% White 93.6% 90.5% Age N = 666 N = 9,893 Less than 18 years old 1.0% 1.5% 18 - 24 years old 26.5% 25.4% 25 - 34 years old 26.5% 25.4% 35 - 44 years old 26.5% 25.4% 35 - 44 years old 21.5% 20.8% High school graduate 31.5% 30.4% 5 years and older 31.5% 30.4% Culled graduate high school 21.5% 20.8% High school graduate 31.5% 34.8% College graduate 31.5% 34.8% Caller Type N = 694 N = 10.63 Caller Type		County	
Percent of State Population in County¹ 5.9% 100.0% Cender N = 687 N = 10,080 Female 60.6% 61.2% Male 39.4% 38.8% Race/Ethnicity N = 643 N = 8,813 People of Color 6.4% 9.5% White 33.6% 90.5% Age N = 686 N = 9,893 Less than 18 years old 1.0% 1.5% 18 - 24 years old 15.6% 18.1% 25 - 34 years old 26.5% 25.4% 35 - 44 years old 23.8% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9,822 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some colleg-Vocational school 38.3% 34.4% College graduate 31.5% 34.4% General Information 2.7% 7.2% Health care provider 97.0% 90.9% Payer Type	Number of Calls to Quit Line	N = 695	N = 11,781
Gender N = 687 N = 10,080 Female 60.6% 61.2% Male 39.4% 38.83 Race/Ethnicity N = 643 N = 8.813 People of Color 6.4% 9.5% White 93.6% 90.5% Age N = 686 N = 9,893 Less than 18 years old 1.0% 1.5% 18 - 24 years old 26.5% 25.4% 35 - 44 years old 26.5% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 21.5% 20.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 532	Percent of Statewide Calls	7.2%	100.0%
Gender N = 687 N = 10,080 Female 60.6% 61.2% Male 39.4% 38.8% Race/Ethnicity N = 643 N = 8,813 People of Color 6.4% 9.5% White 93.6% 90.5% Age N = 686 N = 9,893 Less than 18 years old 1.9% 1.5% 18 - 24 years old 26.5% 25.4% 25 - 34 years old 26.5% 25.4% 35 - 44 years old 26.5% 25.4% 35 - 44 years old 21.5% 20.8% 45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% </td <td>Percent of State Population in County¹</td> <td>5.9%</td> <td>100.0%</td>	Percent of State Population in County ¹	5.9%	100.0%
Gender N = 687 N = 10,080 Female 60.6% 61.2% Male 39.4% 38.8% Race/Ethnicity N = 643 N = 8,813 People of Color 6.4% 9.5% White 93.6% 90.5% Age N = 686 N = 9,893 Less than 18 years old 1.0% 1.5% 18 - 24 years old 26.5% 25.4% 35 - 44 years old 26.5% 25.4% 35 - 44 years old 26.5% 25.4% 35 - 44 years old 21.5% 20.8% 45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% </td <td></td> <td>County %</td> <td>State %</td>		County %	State %
Male 39.4% 38.8% Race/Ethnicity N = 643 N = 8,813 People of Color 6.4% 9.5% White 93.6% 90.5% White 93.6% 90.5% Age N = 686 N = 9,893 Less than 18 years old 1.5% 18.1% 25 - 34 years old 25.5% 25.4% 35 - 44 years old 23.8% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.5% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 35.9% <t< td=""><td>Gender</td><td></td><td>N = 10,080</td></t<>	Gender		N = 10,080
Race/Ethnicity N = 643 N = 8,81 People of Color 6.4% 9.5% White 33.6% 90.5% Age N = 686 N = 9,893 Less than 18 years old 1.0% 1.5% 18 - 24 years old 26.5% 25.4% 25 - 34 years old 26.5% 25.4% 35 - 44 years old 23.8% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 35.9%	Female	60.6%	61.2%
People of Color 6.4% 9.5% White 93.6% 90.5% Age N = 686 N = 9,893 Less than 18 years old 1.0% 1.5% 18 - 24 years old 26.5% 25.4% 25 - 34 years old 26.5% 25.4% 35 - 44 years old 23.8% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% College graduate 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 35.9% 37.4% Medicaid 29.2% 29.6% </td <td>Male</td> <td>39.4%</td> <td>38.8%</td>	Male	39.4%	38.8%
White 93.6% 90.5% Age N = 686 N = 9,893 Less than 18 years old 1.0% 1.5% 18 - 24 years old 26.5% 25.4% 35 - 34 years old 26.5% 25.4% 35 - 44 years old 23.8% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,835 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5%	Race/Ethnicity	N = 643	N = 8,813
Age N = 686 N = 9,893 Less than 18 years old 1.0% 1.5% 18 - 24 years old 15.6% 18.1% 25 - 34 years old 26.5% 25.4% 35 - 44 years old 23.8% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% College graduate 8.8% 10.0% General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,22 Health care provider 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller <	People of Color	6.4%	9.5%
Less than 18 years old 1.0% 1.5% 18 - 24 years old 15.6% 18.1% 25 - 34 years old 26.5% 25.4% 35 - 44 years old 23.8% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9.282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite <t< td=""><td>·</td><td>93.6%</td><td>90.5%</td></t<>	·	93.6%	90.5%
Less than 18 years old 1.0% 1.5% 18 - 24 years old 15.6% 18.1% 25 - 34 years old 26.5% 25.4% 35 - 44 years old 23.8% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9.282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite <	Age	N = 686	N = 9,893
18 - 24 years old 15.6% 12.1% 25 - 34 years old 26.5% 25.4% 35 - 44 years old 23.8% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9%<	<u> </u>	1.0%	
35 - 44 years old 23.8% 22.0% 45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 8.8% 10.0% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall)<		15.6%	18.1%
45 years and older 33.1% 33.0% Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailling </td <td>25 - 34 years old</td> <td>26.5%</td> <td>25.4%</td>	25 - 34 years old	26.5%	25.4%
Education N = 674 N = 9,282 Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start	· · · · · · · · · · · · · · · · · · ·	23.8%	22.0%
Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 35.9% 37.4% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailling 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1%<	· ·	33.1%	33.0%
Did not graduate high school 21.5% 20.8% High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.3% Employer/worksite 1.2% 1.3% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.2% Great Start	Education	N = 674	N = 9,282
High school graduate 31.5% 34.4% Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9	Did not graduate high school	21.5%	
Some college/vocational school 38.3% 34.8% College graduate 8.8% 10.0% Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% <th< td=""><td></td><td>31.5%</td><td></td></th<>		31.5%	
Caller Type N = 694 N = 10,635 General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper//Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	•		
General Information 2.7% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.0% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%			
Health care provider Tobacco user 0.3% 97.0% 1.9% 90.9% Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Caller Type	N = 694	N = 10,635
Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	General Information	2.7%	7.2%
Payer Type N = 537 N = 7,421 Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 17.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.1% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Health care provider	0.3%	1.9%
Insured 35.9% 37.4% Uninsured 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Tobacco user	97.0%	90.9%
Uninsured Medicaid 34.8% 33.0% Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Payer Type	N = 537	N = 7,421
Medicaid 29.2% 29.6% Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Insured	35.9%	37.4%
Heard About N = 593 N = 8,468 Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Uninsured	34.8%	33.0%
Past caller 14.5% 13.4% Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Medicaid	29.2%	29.6%
Employer/worksite 1.2% 1.3% Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Heard About	N = 593	N = 8,468
Health care provider 22.8% 23.4% Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Past caller	14.5%	13.4%
Television 17.4% 15.9% Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Employer/worksite	1.2%	1.3%
Outdoor advertisement (billboard/bus/wall) 1.7% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Health care provider	22.8%	23.4%
Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Television	17.4%	15.9%
Great Start 0.0% 0.2% Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Outdoor advertisement (billboard/bus/wall)	1.7%	2.7%
Radio 5.1% 3.9% Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Targeted mailing	0.0%	0.1%
Newspaper/Magazine 1.7% 1.7% Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Great Start	0.0%	0.2%
Brochure/Newsletter 4.4% 4.3% Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Radio	5.1%	3.9%
Family or friend 25.5% 28.1% Health Department 3.4% 3.2%	Newspaper/Magazine	1.7%	1.7%
Health Department 3.4% 3.2%	Brochure/Newsletter	4.4%	4.3%
·	Family or friend	25.5%	28.1%
School 2.5% 1.8%	Health Department	3.4%	3.2%
	School	2.5%	1.8%

Source: Washington State Department of Health Tobacco Prevention and Control

Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

^{*} Rate not calculated because number of calls was less than 5.